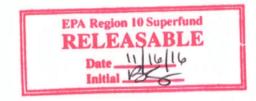
SF 3,1.3

**MEMO** 

RE: Press Strategy From : Dan Phalen

Date: 4/9/90



CONFIDENTIAL

This is an initial brainstorming paper on the press strategy. Please write your comments, additions, concerns in the margin.

Below is a list of issues/information regarding the release of the Radionuclide Report:

- The report will be released by the Air and Toxics Division under Lynn McGee's direction.

- Jerry Leitch will coordinate efforts with ATD.

- Mark Masarik of the Idaho OP's Office will assist in Idaho.
- John Meyer of Superfund will work closely on the issue as two of his sites are involved.
- Dan Phalen of Superfund Community Relations will assist in putting together the press release, fact sheets, the CR Plan, etc.
- Wayne Bliss, Carol Johnson and Greg Dempsey are the contacts in Nevada.
- External Afffairs and Press will be kept up to date on all developments.
- The Radionuclide Report will be sent to Region 10 from Las Vegas, where it is being printed. Las Vegas will be sending 300 copies of the report.
- The report is not expected to arrive in Seattle until April 15 at the earliest. The date on the report reads "April, 1990".
- Distribution of the report will be left up to Region 10. We should stay in close contact with Las Vegas so that they can see our plan and assist in whatever way seems appropriate.
- The report may well go out prior to a final decision on any potential Superfund involvement. (It would make sense not to mention Superfund in any press release or fact sheet associated with the report unless Superfunds involvement is finalized.)
- MSEPA SF
- We need to ensure that the Superfund site managers and community relations coordinators for the five area Superfund sites (or anyone else going to SE Idaho) be fully appraised of the situation and be prepared to deal with the public. Regardless of the site, the community is bound to ask questions of EPA officials, whomever they may be. Most questions should probably be referred to ATD or Nevada.
- Superfund will be given an opportunity to review and comment on the press strategy, press release and fact sheet.

dealing on a long term basis with the community over the next ten plus years.

- Superfund has developed contacts in the communities of Soda Springs and Pocatello which should be of use in releasing the study.

## Remaining questions include:

- What is the message to be conveyed?
- How do we communicate the risk? (It would be unwise to overblow the risk in light of the fact that any remedial action will take months to decide and years to implement. We need to be accurate and firm, but not overly alarmist... a tight-rope)
- What promises can (or should) we make? (Inspection of homes, enforcement action on stack emmissions at FMC, replacement of foundations?)
- Should Superfund be mentioned at all in the initial release of the report?
- How should we deal with the potential liabilities of FMC, Monsanto, Bannoc Paving, the cities, the county?
- What should be the role of public informational meetings/and or meetings with public officials?
- Should we specifically mention of FMC and Monsanto in the initial press release or fact sheet?
- What should be the extent of the initial distribution of the report?
- What should the sequence of distribution be? (Mark Masarik has told Pocatello and Soda Springs officials that they will be notified in advance of any information or action on the report.)
- Can we develop a long-range strategy for community education and involvement?
- To what extent is Idaho DEQ willing to assist us and stand by us?
- Will Idaho be prepared to move on the slag ban?
- \* Whether or not these questions are addressed in the fact sheet or press release, we need to be prepared with satisfactory answers for interviews, etc.

## NEEDS:

- A Fact Sheet on the report.
- A Press Release

- A comprehensive list of state, county and community contacts
- A determination of spokespersons and contacts for when the report is released.
- An in-house briefing in Seattle and Idaho on the issue prior to the report going public.
- Full coordination between ATD, Superfund, Idaho Ops, External Affairs and Press, and Nevada.